**Jitendra Shah**

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**Seeking assignments in Sales and Marketing with an organization of repute in farming industry.**

**Academic Credentials:**

* **MBA (Agribusiness –Marketing) – 2001 -2003** G.B. Pant University of Ag & Technology, Pantnagar
* **B.Sc. (Agriculture) – 1997 – 2001** G.B. Pant University of Agriculture & Technology, Pantnagar

**Synopsis:**

* A competent professional over 13 years of experience in Sales & Marketing of Seeds, Product management, Business Development of farm Inputs.
* Effective People management and team building skills. Ability to lead, train and monitor performance of team to achieve desired results and Growth.
* Excellent analytical and problem solving skills. Fair understanding of Channel Sales, Customers needs, buying behaviours and market dynamics in rural markets.
* Proficient at business planning and understanding market dynamics to develop a comprehensive product promotion strategy.

**Professional Experience:**

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| --- | --- | --- | --- | --- |
| **Organization** | **Responsibility** | **Area of operation** | **Period** | **Duration** |
| **Maharashtra Hybrid seeds Company Limited**  **(Mahyco Seeds)** | Regional Business Manager – Gujarat  (Cotton and field Crops) | Gujarat state | Oct 2013 -till date | **3 Years** |
| **Pravardhan Seeds Private Limited ( A NSL Group Company)** | Regional Manager – Sales & Marketing : Gujarat  (Cotton and Field crops) | Gujarat State | May 2012 - Oct 2013 | **1 ½Years** |
| **DCM Shriram Consolidated limited (DSCL)** | Product /Category Manager : Specialty Fertilizers | UP,PB,HR,RAJ,MP,MH,AP | Apr 2010- Apr 2012 | **6 ½ Years** |
| Manager Business Development | UP,PB,HR,RAJ,MP,MH,AP | April 2008 -Mar 2010 |
| Centre Manager – Sales & Operations | U.P | Nov 2005 -Mar2008 |
| **Triveni Engineering & Industries**  **Limited : Agri Division** | Centre In charge Sales & Operations | U.P | Nov 2004 – Oct 2005 | **1 Year** |
| **PGF Limited – Agri Division** | Assistant Manager –Marketing | Rajasthan ,MP | May 2003 -Nov 2004 | **1 ½ Years** |

**Work Experience:**

**Business Planning:**

* Develop a comprehensive business plan for the Region aligned with overall business strategy of the organization.
* To formulate sales and marketing strategies for the region to achieve targeted Sales and Growth.
* To plan and execute a comprehensive market development strategy for new products.
* To plan and develop effective distribution strategy to fulfil company’s long term objectives.

**Sales and Marketing:**

* To drive and achieve Top line and bottom line targets in different products within budgeted resources.
* Effective implementation of the company’s business policies and ethics at ground level to build a reputation and trust among stakeholders.
* Market segmentation and product positioning to build a brand of repute among customers.
* Leading, training and motivating the sales and marketing team to deliver the targets .Goals setting, periodical reviews and improve team performance to ensure sales achievement and business growth.
* Monitoring market dynamics and track competitions, to take proactive steps for business growth.
* Execution and alignment of sales, marketing and business development activities for sales growth and achievement.
* Strengthening and Upgrading Sales channel to ensure, that sales network are financially viable for long term growth and profitability.
* Develop distribution network to ensure effective coverage of all potential markets.
* Maintain sales returns, collections within the agreed norms.
* Effective management of warehouse and supplies to ensure continuous availability and quick replenishment of products to fulfil seasonal requirements.

**Business Development:**

* To develop and execute new product introduction strategy and explore new business geographies to generate sales and revenues.
* Explore new business opportunities in respective segments to tap future business opportunities.
* Managing and organizing new product launches in different potential markets.
* Plan, design and implementation of various promotional schemes and impact assessment of schemes in different products.
* Building and maintaining relationship with various stakeholder, decision makers, government agencies for getting Registration, sales permission and Approvals.

**Category Management:**

* Accountable for managing overall top line and bottom line of the products under category.
* To prepare an annual sales budget for the category considering short term and long term business objectives of the organization.
* Develop and drive detailed strategic and market development plan, pricing, market segmentation and product positioning strategy for the specialty fertilizers across regions.
* Plan and implement new product introduction strategy
* Design and develop various product promotional materials and customer loyalty programs.

**Key Notables:**

* Re-established Cotton and field crops businesses in Gujarat for Mahyco Seeds through effective market development activities and driving sales from new products.
* Successfully introduced and established new products in Cotton and Paddy in their respective segments.
* Received best Sales manager recognition at DCM Shriram consolidated limited (DSCL) for achieving highest sales at national level for two consecutive years.

**Personal Details:**

**Date of Birth** : 5th, February, 1977

**Marital Status** : Married

**CTC**  : Rs 18.5 Lac/annum